



Springvale Activity Centre Profile





Overview

“A popular and vibrant retail and business centre in Melbourne’s south east. It is strongly multicultural in character and is one of four major retail precincts in the City of Greater Dandenong.”

- > The area in which Greater Dandenong is now located was for tens of thousands of years the territory of the Wurundjeri and Boonerwung (or Bunurong) tribes of the Kulin Nation; nestled in the foothills of the Dandenong Ranges.

As the regional capital of the southeast, the City of Greater Dandenong today is a progressive, culturally diverse place to live, work and visit. It has a vibrant economy in both retail and manufacturing sectors and provides lifestyle choices for people interested in: historic markets; cultural precincts; horse and car racing; water sports; performing arts; street and community festivals and distinct produce and products not readily found elsewhere in Melbourne. It is celebrated as having some of the Victoria’s most culturally exciting and characteristically distinctive places that the people are proud to live in.

Located approx 35km from Melbourne CBD and encompassing an area of 129 square kilometres, Greater Dandenong has a population of approximately 156,000, with residents from over 150 different birthplaces; making it the most multicultural municipality in Victoria.

Springvale

Springvale was named after its abundant source of natural spring water in the early 1850s and was also an important stopping place between Melbourne and Dandenong. Today it is home to the largest and most established south east Asian cultural precinct in Greater Dandenong. Its strong Vietnamese & Cambodian influence gives it a unique Asian food and retail offer.

Springvale was chosen as a location for one of the Commonwealth Government’s purpose built Migrant Hostels, known as the Enterprise, to meet short term housing needs created by waves of migration during the 1970s and 80s.

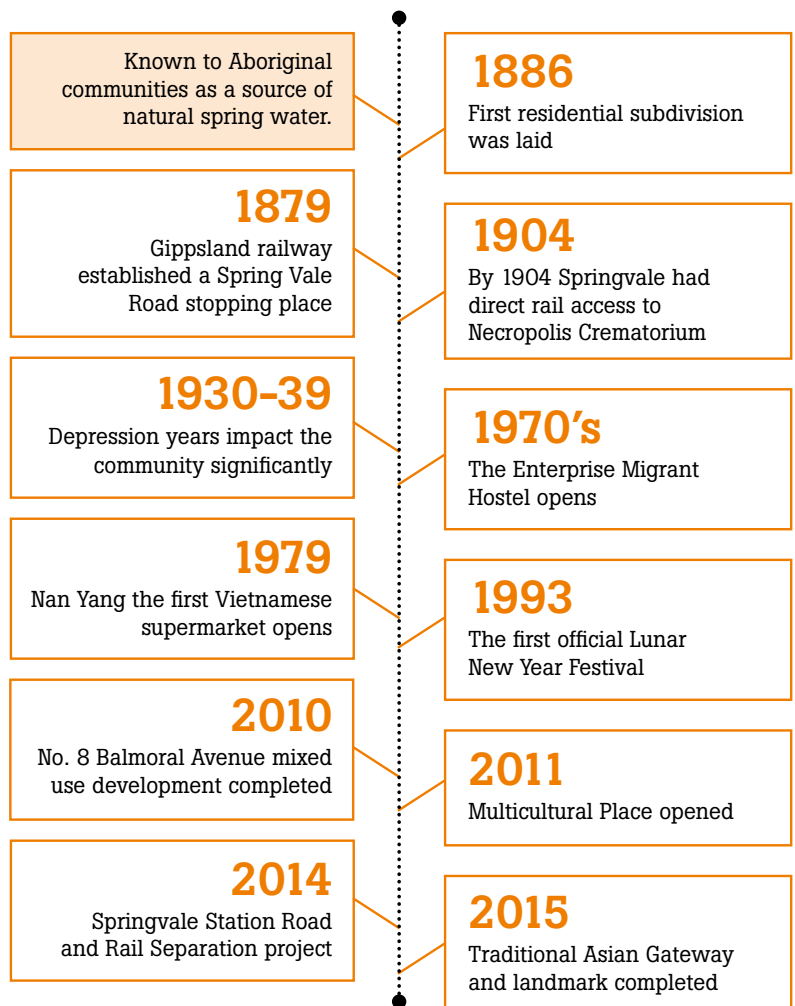
The subsequent successful settlement of predominately south-east Asian people from the Enterprise into the area has shaped Springvale today. Defined by a typically Asian market style of trading Springvale is home to one of the largest Lunar New Year festivals in Melbourne; where the retail core comes alive with stallholders, rides, firecrackers and staged events.

The undergrounding of Springvale Station has been the catalyst for investment and will see the redevelopment of Springvale Road into a signature boulevard, anchored by an architecturally striking hub of community facilities, civic hall and library.

With a predominant retail focus, Springvale is the second largest activity centre in Greater Dandenong. Its residential catchment of approximately 21,000 begins within a 10 minute walk of the Activity Centre.

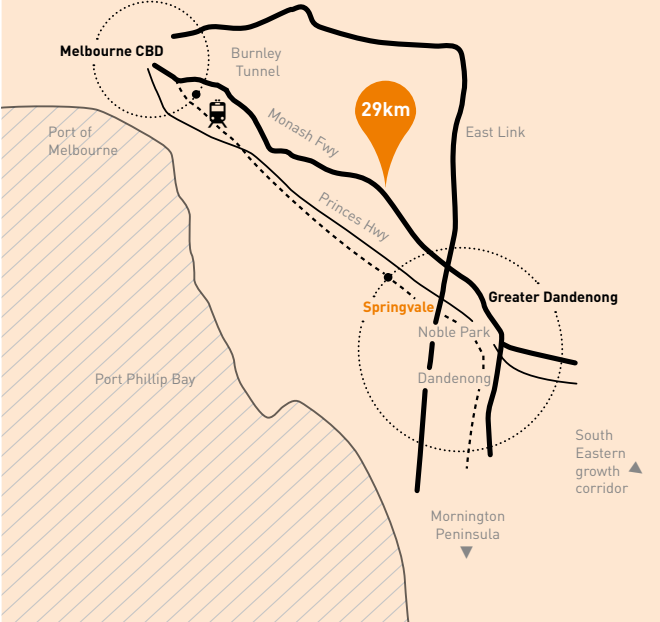
Springvale is just 29km from Melbourne’s CBD, with easy access to three major transport arterials including; Springvale Road, Princes Highway and Pakenham Cranbourne Rail Line.

Springvale Activity Centre History





- Youthful and positive
- Eclectic and bustling
- Asian Cultural Precinct established 1980
- Affordable, vibrant and festive
- Asian market style trading
- Exciting to the senses
- Renowned Lunar New Year Festival
- Welcoming of diverse communities



The People of Springvale

In 2015 there were an estimated 21,000 residents in Springvale suburb catchment from 99 birthplaces, including Vietnam (21%), India (11%), Cambodia (5%) and China (5%).

A total of **79%** speak a language other than English



Between 2006 and 2011

- The population increased by 1,341 people
- The Indian born population increased from 2.3% to 10.5%
- The Vietnamese born population has remained stable from 21.3% to 21.1%

Springvale Population Forecast:

- By 2024 the population is forecast to increase by 17% or 3,604
- The number of 5-9yrs is forecast to increase by 85%
- From 2014-24 the number of 40-44yrs is forecast to increase by 80%

Population current and forecast in Greater Dandenong and suburbs www.socialstatistics.com.au

Movement and Access

Springvale is a very walkable activity centre, with an approximate walk time of less than 5 minutes from its centre to the train station and less than a 12 minute walk from end to end.

92

100

The activity centre has a Walk Score of 92 out of 100 at the Post Office*

*Walk Scores in the 90-100 range are considered; a walkers paradise, where daily errands do not require a car.

The Springvale Station is a premium-staffed station, with an annual patronage of approximately 1.6 million people.

Springvale Station provides connections with a range of bus services, including a high frequency SmartBus service on Springvale Road.

Approximately 21.9% of people in Springvale walk to the station – PTV Commuter Stats 2013-14



Movement and Access Fast Facts

<p>3,707</p> <p>Total car spaces in the Springvale Activity Centre</p>	<p>1,907</p> <p>Total number of on-street parking spaces</p>	<p>1,800</p> <p>Total number of off-street parking spaces</p>
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Shopping and Trade

Springvale is a medium-sized retail centre with a renowned profile and connection to the Vietnamese and broader Asian community in Melbourne.

With an intimate network of fresh produce and market style exchanges, Springvale Activity Centre comprises almost 600 businesses, most of which are located south of the railway line and clustered predominantly on Buckingham Avenue.

The emphasis is on Asian food products and produce including Asian-style fruits and vegetables, seafood and meat. This offer accounts for over half of all retail sales in the centre with many items not readily available elsewhere in Melbourne.

Complemented by significant medical and allied health services, the centre is a destination for Eastern and Western medical practices.



Shopping and Trade Fast Facts

122,420m² Total floor space

48,440m² Retail floor space

54,390m² Commercial floor space



Total number of businesses



Vacancy rate



Businesses open after 6pm

*2016 Business Audit and Analysis Essential Economics

Dwellings and Residential Investment Fast Facts

Nearly 16% of the 6,489 homes in Springvale are flats, less than the proportion across Greater Dandenong of 21%.

Nearly 61% of homes in the suburb are owned or being purchased by their occupants – less than the metropolitan level of 71%.

* www.realestate.com.au/neighbourhoods/springvale-3171-vic

\$671k* Median house prices

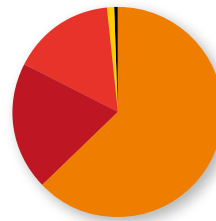
\$400k* Median unit prices

\$350* per week Median house rental prices

State and Regional Strategic Projects

Springvale Activity Centre forms a vital part of Plan Melbourne's Monash Employment Cluster. Identified as having a concentration of businesses and institutions that provide a diversity of employment opportunities, including knowledge jobs; the Monash Employment Cluster is Melbourne's largest established employment cluster. Supporting 58,500 jobs, it has the largest concentration of employment outside Melbourne's CBD.

Community, Amenity and Investment



- \$159m Springvale Station Grade Separation
- \$50m Number 8 Balmoral Avenue Car Park
- \$40m Springvale Community Precinct
- \$645k Traditional Asian Gateway
- \$100k Springvale Laneway Revitalisation

Community, Culture and Leisure

Formerly a city in its own right, Springvale has an established cluster of civic and community assets dating back to 1960 which are the fabric of a socially connected community today.

Bookending the activity centre to the south is one of the region's largest public halls; accommodating in excess of 1m visitors per year; the Springvale City Hall is home to concerts, citizenship ceremonies, performances, annual festivals, trade shows and dinner dances every day of the year.

The retail core of the activity centre is uniquely home to two key community celebrations and where Springvale's south east Asian character is enjoyed by all communities. Lunar New Year in February and Snow Fest in July animate Springvale's retail heart with colour, food and sound.

The activity centre is renowned for its bustling commercial trade, central urban square, festivals, public art, free public Wi-Fi and iconic cultural gateways. With a major streetscape upgrade of Springvale Road and enhancement of key pedestrian laneways underway, Springvale is on the cusp of a new age and a new look.

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